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Better Marketing



Division of Marketing and Marketing Agreements

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No. 2

WIDER MARKETS AND NEW CUSTOMERS FOR GROWERS GAINED FROM SURPLUS GRAPEFRUIT BUYING PROGRAM

Purchases by the Agricultural Adjustment Administration of grapefruit in Florida and Texas to relieve this season's surplus not only had the effect of increasing returns to growers by stabilizing prices, but also brought a potential expansion of the market for grapefruit.

The purchases of surplus grapefruit in Florida supplemented the efforts which growers and shippers were making under a marketing agreement to bring about more orderly selling of the biggest crop of grapefruit in the history of the industry. The program under the agreement sought to increase returns to growers by regulating shipments in accordance with market demands. No marketing agreement program was in operation in Texas, but one is being developed by growers and shippers for use next season.

The fruit purchased by the Agricultural Adjustment Administration was distributed by the Federal Surplus Commodities Corporation to nearly every State for relief purposes under authority given the Secretary of Agriculture to encourage the domestic consumption of agricultural commodities by diverting them from normal channels of trade and commerce to other uses. The fruit was distributed to persons on relief rolls who could not obtain it through regular outlets because of a lack of purchasing power.

Market Expanded

Possible expansion of the market for the fruit is indicated in reports received from State directors of commodity distribution who are in charge of distributing commodities to those on the relief rolls. A definite trend in that direction is seen in reports from South Dakota and Minnesota.

"Retailers as a rule consider that distribution increases their sales", South Dakota's relief official reports. "In fact, there is no question about it on such items as grapefruit."

From Minnesota comes the following report: "In talking with some of the retail merchants they state that grapefruit has been sold to customers in dozen lots who have never purchased grapefruit before in their lives. Waseca County reports increased sales of grapefruit among older persons. Dodge County reports that increased sales of grapefruit are very marked. Martin County reports grapefruit distribution as educating clients to a new and health-building foodstuff. Several counties report increase in sales in stores in which commodities are placed for distribution. Mahanomen County reports an inland store in business for 18 years never stocked grapefruit until January of this year. Wabasha County has a report from

a store in Millville which states that while in previous years they had bought grapefruit by the dozens, they now buy them by the hundred. Grant County reports a 20-percent increase in grapefruit sales. In addition, the commodity foremen in Minnesota report that they

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COMMITTEES NAMED FOR DECIDUOUS FRUIT PACT

Secretary of Agriculture Makes Annual Selection of Commodity Committees From Nominations by Growers

Commodity committee members and their alternates under the marketing agreement and order regulating the shipping of deciduous fruits grown in California, have been announced by the Agricultural Adjustment Administration.

These commodity committees are for Bartlett pears, Elberta peaches, plums, and fall and winter pears. The members of these committees are chosen annually by the Secretary of Agriculture from nominations submitted by the growers of these fruits as provided for in the agreement and order. Members of the control committee will be named at a later date.

The newly selected members of the commodity committees, with alternates, are:

Bartlett pear commodity committee.—H. H. Wolfskill, Yuba City, representing the central Sacramento Valley district and Colfax district; alternate, C. J. Rolph, Colfax. John Noia, Newcastle, representing the Placer district; alternate, J. B. Francis, Auburn. W. P. Darsie, Walnut Grove, representing the Sacramento River district and Stockton district; alternate, Dennis Leary, Walnut Grove. John Wheeler, Courtland, representing the Sacramento River district and Stockton district; alternate, David J. Elliott, Courtland. Wendell Henderson, Kelseyville, representing the lake district, north coast district, and Tehachapi district; alternate, Orval Tadlock, Ukiah. J. A. Irving, Placerville, representing the Eldorado district; alternate, H. B. Murphy, Placerville. R. L. Mason, Cordelia, representing other districts; alternate, Philip Bancroft, Walnut Creek.

Elberta peach commodity committee.—W. J. Reynolds, Madera, representing the Fresno district; alternate, H. E. Buck, Fresno. Elmer LaJoie, Reedley, representing the Fresno district; alternate,

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TESTS WILL DETERMINE MORE USES FOR COTTON

Experiments To Be Made To Find Six New Uses for Cotton; Product Used in Highway Construction

Six new uses of cotton will be encouraged under a program which seeks to divert surplus cotton from normal channels of trade to uses which will increase consumption, the Agricultural Adjustment Administration announced.

A program to encourage the use of cotton in highway construction throughout the country has been in operation during the past year.

The six new uses include utilization of cotton fabric (1) as a covering or membrane, either by itself or as a reinforcing material, for sides of irrigation, drainage, run-off, or other types of ditches; (2) as a covering or membrane to reinforce fills or cuts for roads, highways, or other purposes; (3) as a protection for hives of bees; (4) as a protective covering for fruits or vegetables during growing, ripening, or curing processes; (5) as a portable covering, hood, or tent in connection with fumigating, spraying, or dusting fruits, vegetables, vines, trees, or plants; and (6) as a roof, outside covering material, or insulation in the construction of permanent or semi-permanent structures.

Material To Be Donated

The cotton or cotton fabrics for the six uses are to be donated by the Agricultural Adjustment Administration on the basis of application made by Federal, State, or other governmental agencies, and by colleges, universities, and other nonprofit organizations.

The cotton diversion program is being conducted under the provisions of section 32 of the amendments to the Agricultural Adjustment Act, approved August 1935. This section makes available to the Secretary of Agriculture 30 percent of annual customs receipts for certain purposes which include encouraging consumption of agricultural commodities by diverting them from normal channels of trade to new uses. The cotton diversion program is being supervised by the Marketing Section of the Division of Marketing and Marketing Agreements.

Various Uses

Under the program, 1,000 yards of untreated cotton fabric have already been furnished to the Bureau of Plant Industry for use in connection with fumigating young tobacco plants to lessen or prevent damage from blue mold and possibly other tobacco diseases. The fabric will be used as a chamber or covering for the retention of gaseous poisons

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F. R. WILCOX, *Director*

BETTER MARKETING is issued as a means of communicating to workers and cooperators of the Division of Marketing and Marketing Agreements information relative to the Division's activities under the Agricultural Adjustment Act and related Acts.

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AGRICULTURE

AGRICULTURAL ADJUSTMENT ADMINISTRATION
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NATHAN KOENIG, *Editor*, BETTER MARKETING

GRAPEFRUIT SALES AIDED

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have oral evidence that the use of grapefruit, which was a comparatively unknown food, is now well established as a part of their clients' regular diet, and that its consumption will not only continue, but that sales and consumption have already increased."

Retail Sales Increased

The State director of commodity distribution in North Dakota reports the following relative to the apparent increase in retail sales of grapefruit resulting from the recent purchase program:

"Distribution of surplus commodities has been beneficial to retail stores for the reason that people have been educated to use different commodities; such as dried skim milk, rice, cauliflower, fresh peas, dried peas, and grapefruit."

"Many relief clients of foreign birth, or natives unacquainted with the above mentioned commodities a few years ago, now are making requests to purchase 'good commodities that the Surplus Commodity Department has been distributing.'"

"In conversation with merchants, we have been informed that where they used to sell one case of grapefruit per week, two special orders now have to be made to supply the demand. Some clients do not know the name of grapefruit, but want 'some of those that look like lemons, only larger; like those given out by the Surplus Commodity Department.'"

New to Many

Reports from other States are that the grapefruit not only had been enthusiastically received by relief recipients, but that it had found its way into territory residents of which previously had not known of its existence. In Oklahoma, for example, it was referred to by some as "Arkansas lemons", and in Nebraska Indians at first tossed it aside with the complaint, "oranges no ripe", only to return later with a request for more when they had acted upon explanations as to how to use it. Many reports told of how valuable the fruit had been from a dietary and health standpoint, particularly in helping to combat some chronic illnesses.

The following are extracts from re-

ports of local supervisors made to the State director for Nebraska:

Burt County: "Some have never eaten it."

Holt County: "Majority of clients had never had grapefruit before and were at a loss to know how to prepare it for eating."

Thurston County: "We have found grapefruit to be an almost unknown item among our Indian caseload."

Webster County: "A great number of the children in the homes I delivered grapefruit to did not know what it was."

Loup County: "Grapefruit is a great treat. Many clients say it has been 4 or 5 years since they had had any."

Adams County: "Our clients were very pleased to receive this commodity. I don't believe they had ever tasted grapefruit before."

Reports to the State director in Oklahoma are:

Cherokee County: "The clients living the greatest distance from cities seem to need this type of food the worst. About 10 percent of clients are not familiar with this fruit."

Pushmataha County: "We have had hundreds of clients asking when we are going to receive more grapefruit. The majority of them call for 'big oranges.'"

Adair County: "Most of the clients in this county do not know what citrus fruit is. They come in and ask: 'Have you got any more of whatcha call 'em and how do you eat 'em?' Someone told me they were 'Arkansas lemons.' So 'Arkansas lemons' is a familiar name."

Taste Acquired

The State director in Georgia received the following from local supervisors:

Richmond County: "Children who have never eaten grapefruit or prunes have learned to really like them. They are actually being trained to eat the kind of food they should. The good accomplished cannot be measured in words."

From North Carolina comes the following report:

"When grapefruit were first sent into the State there was considerable complaint that the clients did not know how to use them and, further, did not have a taste for them. However, now that the supply of grapefruit is getting low a number of counties which first complained about receiving grapefruit are complaining because they do not get a sufficient quantity of it which would make it appear that the clients have not only learned how to use this fruit, but have acquired a taste for it."

Marketing Agreement and Order Issued for Utah Onion Industry

A marketing agreement and order for handlers of onions grown in the State of Utah became effective April 26.

The program provided for in the agreement and order is designed to enable the Utah onion industry to adjust out-of-State shipments according to grade and size by variety in keeping with market requirements.

The Control Board in charge of administering the program will consist of seven members representing growers and shippers. These members are to be nominated by handlers and growers.

SURPLUS MILK PRODUCTS BOUGHT FOR RELIEF USE

Deliveries Now Being Made of Dry Skim and Evaporated Milk Products Bought on Basis of Bids

Delivery of 9,601,850 pounds of surplus dry skim milk and 112,000 cases of surplus evaporated milk is being made by manufacturers whose bids to supply these products were accepted by the Agricultural Adjustment Administration.

The purchases were made in connection with surplus removal programs for dairy products which have been carried on during the last 3½ years as a means of improving returns to milk producers. The products are for relief distribution to the States by the Federal Surplus Commodities Corporation.

Of the 9,601,850 pounds of dry skim milk in the process of delivery, 7,480,000 pounds represent dry skim milk manufactured by the spray process, awards for which were made April 6 to 17 bidders.

The 17 bidders and the number of pounds awarded each are as follows: Abbotts Dairies, Inc., Cameron, Wis., 400,000 pounds; Arden Farms, Inc., Los Angeles, Calif., 640,000 pounds; Bowman Dairy Co., Chicago, Ill., 240,000 pounds; the Borden Co., New York, N. Y., 1,640,000 pounds; Challenge Cream & Butter Association, Los Angeles, Calif., 600,000 pounds; Consolidated Dairy Products Co., Seattle, Wash., 800,000 pounds; Dairymaid Creameries, Inc., Oakland, Calif., 240,000 pounds; Dairymen's League Cooperative Association, Inc., New York, N. Y., 320,000 pounds; Golden States Co., Ltd., San Francisco, Calif., 640,000 pounds; Land O'Lakes Creameries, Inc., Minneapolis, Minn., 320,000 pounds; Pet Milk Co., St. Louis, Mo., 440,000 pounds; Roberts Dairy Co., Omaha, Nebr., 120,000 pounds; Rochester Dairy Co., Rochester, Minn., 120,000 pounds; Twin Ports Cooperative Dairy Association, Superior, Wis., 80,000 pounds; Ward Dry Milk Co., St. Paul, Minn., 760,000 pounds; Weber Central Dairy Association, Inc., Ogden, Utah, 40,000 pounds; and United Milk Products Co., Cleveland, Ohio, 80,000 pounds.

F. o. b. prices on which the awards were made ranged from 7.72 cents a pound to 8.25 cents per pound. Deliveries are being made from dry skim milk manufacturing plants located in Wisconsin, Minnesota, Oregon, Illinois, Washington, Idaho, California, Nebraska, Utah, Vermont, New York, and Pennsylvania.

The 2,121,850 pounds of dry skim milk remaining of the 9,601,850 pounds being delivered, were purchased on the basis of awards made April 19 to the following companies: Detroit Creamery Co., Detroit, Mich., 160,200 pounds; Grand Ledge Milk Co., Grand Ledge, Mich., 40,050 pounds; Challenge Cream & Butter Association, Los Angeles, Calif., 203,250 pounds; Ladysmith Milk Producers Cooperative Association, Ladysmith, Wis., 320,000 pounds; Sand Creek Creamery Co., Sand Creek, Wis., 320,000 pounds; and Dairymen's League Cooperative Association, Inc., New York, N. Y., 1,081,350 pounds.

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Basis of Marketing Agreement Programs

Principles evolved from efforts made by farmers in the last quarter of a century to solve their marketing problems through group action on a cooperative basis form the foundation for the development and operation of Federal marketing agreement programs for such agricultural commodities as fruits, vegetables, and dairy products.

The efforts of farmers to improve their marketing conditions have generally been directed toward group action for the operation of plans designed to regulate shipments to market, in order to cope with the problem of low returns to producers. Experience in these undertakings shows that while a majority of producers and handlers may have worked together in making such programs operate, the stability which resulted frequently has been destroyed through the actions of small minorities eager for temporary gains.

Federal marketing agreement programs, developed on the basis of these early experiences, now provide the mechanism through which industry-wide cooperation among producer and handler groups can be made effective. These programs may be regarded as a logical outgrowth of past efforts of farmers toward improving marketing conditions. They may also be considered as a supplement to cooperative marketing organizations.

Over Million Farmers Affected

During the past year marketing agreement programs for fruits, vegetables, and nuts directly affected about 90,000 growers in 10 States. Marketing programs in effect during last year for dairy products directly affected more than a million dairy farmers in 30 States.

Marketing agreement programs were made available to farmers when the Agricultural Adjustment Act became law in the spring of 1933. The act at that time provided for programs under marketing agreements and licenses. The amendments to the Agricultural Adjustment Act, which were approved in August of 1935, provided among other things for the substitution of orders for licenses, and specified terms and conditions which may be included in orders. Under the act as amended, the marketing agreement and order comprise component parts of a single program—a marketing agreement program—which is designed to control or regulate certain phases of the interstate commerce in a commodity for a particular region or market area.

A marketing agreement is a voluntary contract between handlers of a particular commodity and the Secretary of Agriculture. The order is in the nature of a regulation issued by the Secretary of Agriculture for the purpose of making the provisions of the agreement applicable to all handlers regardless of whether they signed the agreement. In effect, the order is issued primarily for the purpose of preventing minority groups of handlers from rendering ineffective the marketing program which is provided for under the agreement.

Authority for issuing orders is limited to milk, fruits (including pecans and walnuts, but not including apples, and

not including fruits other than olives for canning), tobacco, vegetables (not including vegetables other than asparagus for canning), soybeans, and naval stores.

Up to Industry

Since the Agricultural Adjustment Act contains specific provisions which relate to the signature of an agreement by handlers' and growers' approval of the issuance of an order by the Secretary of Agriculture, responsibility for initiating a marketing agreement program rests largely with the respective industries concerned. Orders may be issued to supplement marketing agreements which have been signed by handlers of not less than 50 percent of the volume of the commodity produced or marketed, except that an order affecting California citrus fruits shall not become effective until the handlers of not less than 80 percent of the volume have signed the marketing agreement, or to make effective a program included in the marketing agreement on which a public hearing has been held, but which does not receive the signature of the necessary percentage of handlers concerned. In this latter situation, where 50 percent of the handlers do not sign the agreement, presidential approval of issuance of the order is necessary, as well as the support of two-thirds of the producers. Before any order can be issued by the Secretary of Agriculture, the Secretary must determine that its issuance is favored by at least two-thirds of the producers concerned, or producers who produced for market at least two-thirds of the volume of the commodity for a representative period of time.

Regulate Interstate Commerce

Marketing agreement programs have as their basis the regulation of interstate commerce in commodities produced in the areas for which these programs are developed. Through this type of regulation it is sought to avoid alternate gluts and scarcities in terminal markets, reestablish prices to producers so as to approach the purchasing power of parity as defined in the Agricultural Adjustment Act, and thus improve and stabilize returns to producers on an equitable basis.

Adjustment of shipments to market to improve returns to growers has been the basic principle underlying these programs for fruits, vegetables, and other specialty crops. The methods of regulating shipments may be classified as follows: (1) The control of the rate of shipment to market by limiting the total volume permitted to be shipped during each specified period such as a week; (2) limitation of the volume of certain grades and sizes shipped; (3) prohibi-

tion of all shipments for short periods sometimes called "shipping holidays"; and (4) a limitation of the total supply to be marketed during a season. Variations of these general types have been employed in certain instances. In some cases the control of the movement of the commodity is supplemented by diversion of the surplus into secondary and other outlets in order to encourage domestic consumption, new uses, and new markets. Administration of marketing agreement programs is usually through control committees representing both growers and handlers.

Milk, Fruits, and Vegetables

A wide range of commodities is included in marketing agreement programs now in effect. Among these are programs for California fresh pears, peaches, and plums; Pacific Coast walnuts; lettuce, peas, and cauliflower grown in western Washington; peas and cauliflower grown in Colorado; watermelons grown in Florida, Georgia, South Carolina, and North Carolina; California-Arizona oranges and grapefruit; and Florida citrus fruits. Among the several programs awaiting final action by growers and shippers is one for the Texas citrus industry.

Marketing plans provided for fluid milk areas under marketing agreement programs are designed to assure equitable sharing of the market among producers supplying the market involved. The objective is to bring about greater stability in selling conditions for producers, and assure consumers of an adequate supply of fluid milk.

The principal provisions included in fluid milk marketing agreement programs relate to (1) classification of milk according to use and fixing or providing a method of determining the price of milk entering each use; and (2) prorating the producers the proceeds of sales to handlers. The Agricultural Adjustment Act authorizes several methods of prorating to producers the proceeds of sales to handlers, these being (1) the individual handler pool; (2) the market-wide pool without a base-rating plan; and (3) the market-wide pool with a base-rating plan.

A total of 22 fluid milk marketing programs are in effect under the provisions of the Agricultural Adjustment Act in various consuming centers of the country. In addition, marketing agreement programs are in effect for the national dry skim milk industry and the national evaporated milk industry.

Since the spring of 1933, when the Agricultural Adjustment Act became effective, approximately 80 marketing agreement programs have been undertaken. These have proven to be valuable supplements to the cooperative efforts of producers of various farm products such as fruits, vegetables, and milk. Despite the fact that marketing agreement programs are in their infancy, producers are discovering that through the marketing adjustments which these programs make possible, definite progress is being made by them in the development of more orderly marketing.

Since January 6, 1936, when the United States Supreme Court rendered its decision in the Hoosac Mills case outlawing the production control and

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BASIS AGREEMENT PROGRAMS

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processing tax provisions of the Agricultural Adjustment Act, there has been considerable confusion in legal circles as to how this decision affected the marketing agreement provisions of the act. While the question as to whether Congress has constitutional power to regulate interstate commerce in agricultural commodities through marketing agreement programs, as provided for in the Agricultural Adjustment Act, was not before the Supreme Court in this case, three lower Federal courts have since held that the marketing agreement provisions were inseparable from the production control and processing tax provisions and were affected by the Court's decision in that case. Other decisions rendered by lower Federal courts have held the marketing agreement provisions separable from the production control and processing tax portions of the act.

Recent Developments

The conflicting views of the lower courts as to the status of the law have resulted in situations where one court would uphold a program while another would declare the same program invalid. Such a situation arose during the latter part of March in connection with the operation of the Florida citrus marketing agreement program. The contradictory rulings by two Federal judges in the same district made further operation of that program this season impossible. In New England, producers of milk are now suffering from a seriously demoralized price situation largely as a result of the loss of their marketing agreement program due to a decision last summer in the district court in Boston, which held that the Supreme Court's decision in the Hoosac Mills case also affected the marketing agreement provisions of the Act.

Pending before Congress is a bill which seeks to clarify the legal situation which surrounds marketing agreement programs for agricultural commodities. This measure, if enacted into law, would be known as the Agricultural Marketing Agreement Act of 1937, and would reenact the marketing agreement and order provisions now contained in the Agricultural Adjustment Act.

MILK PRODUCTS BOUGHT

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Deliveries of this dry skim milk, manufactured by the roller process, are being made by the various companies from shipping points located in Michigan, California, Wisconsin, and New York. The f. o. b. price at which the awards were made ranges from 6.35 to 6.75 cents per pound.

The following companies are supplying the 112,000 cases of evaporated milk on the basis of awards made April 19: United Milk Products Co., Cleveland, Ohio, 40,000 cases; Dean Milk Co., Chicago, Ill., 48,000 cases; and Pet Milk Co., St. Louis, Mo., 24,000 cases.

Shipments of the evaporated milk are being made from points in Wisconsin, Illinois, Ohio, Michigan, and Maryland. The f. o. b. price ranges from \$2.19 to \$2.29 per case.

WATERMELON CONTROL COMMITTEE IS NAMED

Members Named by Secretary of Agriculture to Administer Marketing Agreement Program

Selection of 12 members, with alternates, to serve on the control committee under the marketing agreement and order regulating the handling of watermelons grown in Florida, Georgia, North Carolina, and South Carolina, has been announced by the Agricultural Adjustment Administration.

The newly selected members of the control committee, with alternates, are:

W. M. Scruggs, Monticello, representing north Florida district producers; alternate, A. J. Crutchfield, Graceville. David D. Faircloth, Trenton, representing south Florida district producers; alternate, V. E. Whitehurst, Raleigh. L. W. Holloway, Leesburg, representing both the north Florida district and south Florida district handlers; alternate, Andrew Spada, Clearwater.

R. G. Lumsden, Vienna, representing north Georgia district producers; alternate, R. Calhoun Hogan, Dexter. F. C. DeMott, Moultrie, representing south Georgia district producers; alternate, C. R. Thrasher, Barwick. H. L. Cartwright, Tifton, and Roy E. Parrish, Adel, representing handlers from both the south Georgia district and north Georgia district; alternates, S. T. Hall, Dublin, and J. B. Easterlin, Montezuma; and P. N. Whitehurst, Adel, representing the Sowega Melon Growers' Association; alternate, Charles H. Cannon, Moultrie.

C. E. Upchurch, Raeford, representing the North Carolina district producers; alternate, Martin McKimmon, Laurinburg. Hinton James, Laurinburg, representing the North Carolina district handlers; alternate, W. D. McEachin, Laurinburg.

J. T. Herndon, Ehrhardt, representing the South Carolina district producers; alternate, L. A. Cave, Barnwell. M. H. O'Neal, Estill, representing the South Carolina district handlers; alternate, J. M. Lawton, Columbia.

COMMITTEES NAMED

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W. T. Delano, Sanger. R. J. Esrey, Le-moore, representing the Tulare district and Kern district; alternate, R. E. Ayres, Hardwick. W. A. Wallace, Winton, representing the Stanislaus district; alternate, L. F. Arnold, Winton. G. P. Elliott, Winton, representing the Stanislaus district; alternate, Fred Anderson, Winton. Earl Lindauer, Los Molinos, representing the north Sacramento Valley district; alternate, Fred Weeks, Red Bluff. J. J. Callison, Penryn, representing other districts; alternate, Alex Butler, Penryn.

Fall and winter pear commodity committee.—Edgar Jackson, Santa Clara, representing the Santa Clara district; alternate, H. A. Bowers, San Jose, B. H. Schulte, Carmel, Santa Clara district; alternate, A. C. Wilcox, Santa Clara. Wil-lis Dutton, San Jose, Santa Clara dis-

MORE USES FOR COTTON

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applied during the night. Also, 1,000 yards of treated cotton fabric have been supplied for similar use.

In addition, 10,000 yards of an open mesh fabric are expected to be supplied within the next few days to the Forest Service for use as a membrane in the temporary fixation of soil on sides of cuts and fills of roads and highways.

Through the cooperation of the Forest Service with the Marketing Section and in accordance with designs and specifications made by the former agency, it is planned to utilize cotton fabrics as a roofing material for the entire structures and as a side wall and ceiling material for the porches on two buildings to be constructed in Missouri and two other buildings to be constructed in Iowa for the Soil Conservation Service.

Cotton for Roads

Approximately 8,500 bales of cotton were used in experimental highway construction during the summer of 1936. This was evenly divided between two projects—fabric binders for bituminous-surfaced roads and mats for curing concrete—both developed as new uses for cotton. This program is being conducted by the Agricultural Adjustment Administration in cooperation with the Bureau of Public Roads and State highway departments.

More than 6,166,500 square yards of cotton, equivalent to about 4,000 bales, were used by 24 States in the fabric reinforcement program, enough for building 578 miles of new road. Between 4,000 and 4,500 bales of cotton were utilized in the construction of 89,500 mats for the concrete-curing project in 23 States. Both materials were made available to State highway departments by the Agricultural Adjustment Administration, subject to performance reports.

trict; alternate, C. Wesley Toy, San Jose. John Anderson, San Juan, Santa Clara district; alternate, E. E. Nutting, San Juan. E. P. Griffith, Watsonville, Santa Clara district; alternate, A. L. Cottrell, Aptos. L. W. Veerkamp, Placerville, representing the Eldorado district; alternate, Clarence Wilkerson, Placerville. James Mills, Jr., Hamilton City, representing other districts; alternate, J. J. Brennan, Jr., Newcastle.

Plum commodity committee.—L. P. Singer, Lincoln, representing the Colfax district and Placer district; alternate, Dewey Midgley, Auburn. George Henry, Newcastle, Colfax, and Placer districts; alternate, J. E. Van Riper, Newcastle. W. D. Bethel, Penryn, Colfax, and Placer districts; alternate, H. N. Hansen, Loomis. F. B. McKevitt, Jr., Vacaville, representing the Central Sacramento Valley district and Vaca district; alternate, G. M. Gates, Vacaville. J. H. Estes, Fresno, representing the Fresno, Tulare, Kern, and southern California districts; alternate, C. E. Pennebaker, Exeter. E. G. Dudley, Exeter, Fresno, Tulare, Kern, and southern California districts; alternate, G. H. Pettengill, Orosi. Harold Augier, Lodi, representing other districts; alternate, H. T. Woodworth, Lodi.